THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) to (c) Some instances of the TV channels telecasting certain news programme by making it sensational for gaining commercial interest rather than social responsibility have been brought to the notice of the Government. However, all the programmes and advertisements telecast on satellite TV channels are required to adhere to Programme & Advertising Codes prescribed under the Cable TV Networks (Regulation) Act 1995 and rules framed thereunder. If any violation is brought to the notice of the Govermnent, action is taken against TV channels are per the rules.

Code of conduct for Media Reporting

1726. DR. K. KESHAVA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

whether it is a fact that the Press Council of India, at its recent meeting recommended the constitution of regulatory body to frame a code of conduct to check distortions in media reporting;

what steps is the Government taking to bring electronic media under the purview **of** the Press Council of India;

whether Government is also contemplating to bring measures to contain the increased fake sting operations by the electronic media; and

what steps the Government is envisaging to ensure media accountability?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) The Chairman, Press Council of India, requested the Govenunent vide his letter dated 20th September 2006 for establishment of a common authority for content regulation of the media and preservation of its freedom by extending the jurisdiction of Press Council over electronic as well as print media and renaming it MEDIA MONITORING COMMISSION OF INDIA. The request was examined but, it was not found possible to accede to the proposal.

(c) and (d) The Government is conmiitted to the freedom of press in the print media. It follows a policy of non-interference in the affairs of the print media. The Goverrmient has set up the Press Council of India which looks into complaints against the print media.

In case of the electronic media, the TV channels are autonomous and there is no proposal to curb their autonomy. However, they have to abide by the Programme and Advertising Code as prescribed under Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder and any other regulation issued from time to time. Any violation of these Codes is dealt with under the relevant rules. A Committee has also been constituted for reviewing the existing Programme and Advertising Codes prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder and the guidelines for certification of films prescribed under Cinematography Act, 1952 and for drafting a new content Code. Latest formulation of the draft prepared by this Conunittee which, *inter alia,* deals with privacy issues/sting operations, is available at *www.mib.nic.in*. Consultations which the stakeholders are continuing.

† Original notice of the question was received in Hindi.